



State of the Town

June 13, 2018

Matthews Chamber of Commerce

Mayor Paul Bailey

State of the Town of Matthews

- Strategic Plan
- John Street & Road Project Impact
- Schools
- 2018-2019 Budget
- Questions



Town of Matthews: Strategic Plan

Seven Key Elements

- Quality of Life
- Communications
- Transportation
- Public Safety
- Economic Development/Land Use Planning
- Operational Performance
- Financial Performance

Strategic Plan: Element 1

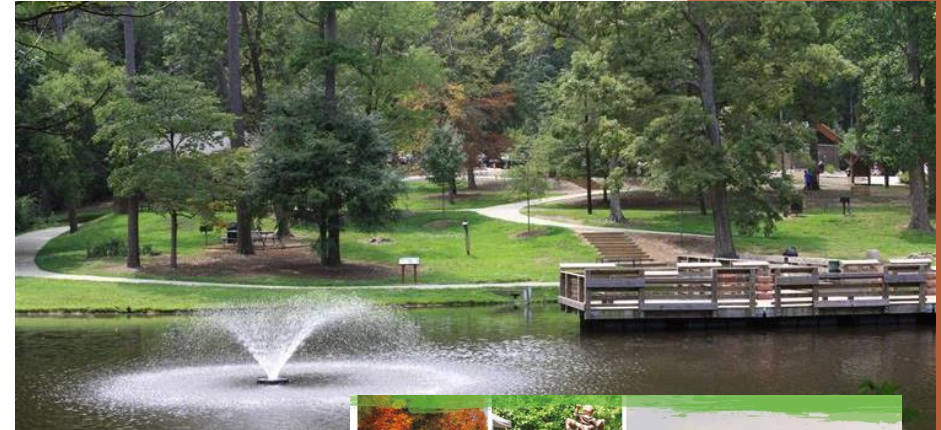
Quality of Life - to maintain our small town identity by providing a vibrant downtown, pedestrian friendly community, extensive greenspace system and recreational/cultural activities.

➤ Key Challenges to Stay on Course

- Downtown livability
- Appropriate and varied growth
- Innovative pedestrian paths
- Greenway gaps and bridging the cost

➤ What we are doing

- Higher density downtown
- Ancillary uses in downtown
- Prioritize pedestrian opportunities with development
- Greenways are a priority; aggressive about funding opportunities



Strategic Plan: Element 2

Communications - to create an informed citizenry by providing relevant information about the Town and enhancing two-way communications using traditional techniques and new technologies.

- Key Challenges to Stay on Course
 - Demographics demand variety of communication methods
 - People want a convenient way to find information
 - Public desires more interface and one-on-one conversation
 - Eliminating the “I didn’t know about that” conversation
- What we are doing
 - Using website, social media, email, news media
 - Proactive engagement of the public on larger issues
 - Forming working committees to address specific issues
 - Coffee with Commissioners
 - Meet with the Mayor (1st Saturday each month at Stacks)



Strategic Plan: Element 3

Transportation - to identify, plan, design, fund and build transportation facilities that efficiently and effectively serve the community in a cost effective and environmentally sensitive manner.

- Key Challenges to Stay on Course
 - Many roads owned by the State
 - Matthews is situated between uptown Charlotte and fast-growing towns in Union County
 - Town owned streets and upgrades/paving
 - Developing road system to move commuter traffic around downtown Matthews
- What we are doing
 - Potential state vs town road swaps
 - Proactive engagement of the public on John Street
 - Working with NCDOT on timing of projects around Matthews
 - Regional roads committees and CATS interface (CRTPO & MTC)

Strategic Plan: Element 4

Public Safety - to provide the necessary trained personnel, equipment, and procedures to ensure the safety of Matthews' citizens and enhance the Town's reputation for safety.

- Key Challenges to Stay on Course
 - Retention of personnel in competitive market
 - Broadening the element of 24/7 coverage
 - Enforcement in response to increased traffic and accidents
 - Maintaining the Town's reputation for safety
- What we are doing
 - Salary band adjustments and position description changes
 - Fire Department full time staff to go to 24/7 coverage
 - Additional communication personnel in police department
 - Safety as a priority starts with continuous reinforcement



Strategic Plan: Element 5

Economic Development/Land Use Planning - to enhance the quality of life of the citizens by aggressively pursuing a balanced tax base by targeting businesses that will contribute sustainable, environmentally sensitive development and by planning for orderly growth and development.

➤ Key Challenges to Stay on Course

- Boundaries are defined; development will be in-fill
- Housing density
- Staying within the land use plan
- Attracting businesses and economic development

➤ What we are doing

- Strive to adhere to the land use plan
- Development of a plan to address less expensive housing opportunities
- Questioning the location of high density developments
- Seeing positive movement for business in downtown



Strategic Plan: Element 6

Operational Performance - to plan, allocate resources, and operate all departments effectively and efficiently in order to meet the citizens' needs for local government services.

➤ Key Challenges to Stay on Course

- Keeping the small town feel as we grow
- Maintain personal service
- Execution of services in a timely manner
- Higher level of transparency

➤ What we are doing

- Customer service is a priority - employees and contractors
- Public/Community survey results being addressed
- Coffee with a Commissioner / Meet with the Mayor
- Next survey is June 2019



Strategic Plan: Element 7

Financial Performance- to provide financial resources in a prudent and responsible manner through traditional and alternative sources of revenue, effective budgeting, and cost control with a focus on maintaining a healthy fund balance

➤ Key Challenges to Stay on Course

- Keeping the tax rate in check with service demand
- Fund balance must be healthy - economic downturn and opportunities
- Sales tax versus ad valorem tax
- Too much of one thing is detrimental

➤ What we are doing

- Ensuring contracted services are “best rate”
- Looking ahead for opportunities - grants, redistribution of existing sales tax
- Periodically review staffing levels and job descriptions
- County tax re-val in 2019



John Street & Road Projects

- Formation of John Street focus group to develop a “Matthews Plan”
- Meetings have started
 - Many great ideas on the Likes and Dislikes
 - Unanticipated coalescence around a consistent theme
- More focus group meetings coming up (Next is June 19th at 6:00 pm at Town Hall)
- Plan to have public input session(s)
- NCDOT discussions will occur; anticipate negotiations
- Final plan will have a formal public hearing prior to adoption

John Street & Road Projects

- John Street - 2021 through 2023
- Hwy 74 widening - 2021 through 2023
- Monroe Bypass (toll) - Opens August 2018
- Weddington Road interchange at I-485 - 2019 through 2020
- I-485 widening with express lanes - 2019 through 2021
- Extension of McKee Road - 2020 through 2021
- Widening of Highway 51 between Sardis Rd. and John St. - Construction 2021-2022
- Coordination of projects required to reduce impact upon community and businesses
- Desire to see these projects take thru traffic around downtown Matthews

Schools

- House Bill (HB) - 514 became law on June 6, 2018 (Brawley)
- This additional option allows Matthews to:
 - Build public charter school(s)
 - Priority given to Matthews students
 - Teachers will be in the same retirement plan
- No plans to implement in foreseeable future
- Any implementation will involve significant community input, understanding of financial impact, and will require a detailed plan
- Legislative budget allows municipalities to spend money on schools
- Matthews participation in HB 514 is to provide appropriate seats for all Matthews students

Schools - The Mayor's Opinion

- Desire to continue discussions with CMS
- Need serious discussions on specific issues with Matthews schools
- Discussions with County Commission are imperative
- If Legislature overrides Governor's budget veto, the 7 Mecklenburg municipalities can begin to discuss issues and have the ability to implement potential solutions
- Political issues that need to be addressed
 - CMS Board needs to go to 2 year terms
 - Mecklenburg citizens need to vote for a majority of the school board
 - Majority vote - no more than two individuals running for one seat. This will require primaries but will force a majority vote

2018 - 2019 Matthews Budget

- Implements \$.015 tax increase (new rate is \$.355/\$100)
- Increased revenue for:
 - Full time fire department employees - 24/7 assured coverage
 - Additional dispatchers at the police department
 - Revises employee position descriptions
 - Revises employee pay bands to make Matthews competitive in the regional market
- County revaluation will occur in 2019; 2019-2020 tax rate starts at revenue neutral
- Issues we will need to address:
 - Town road maintenance
 - Greenways/Multi-use paths

QUESTIONS?

Contact Mayor Bailey:

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